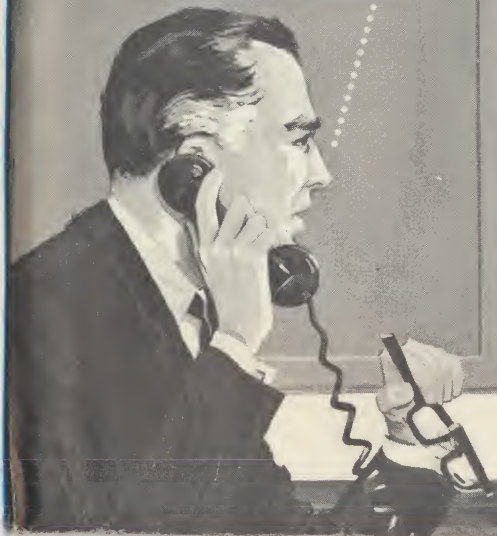


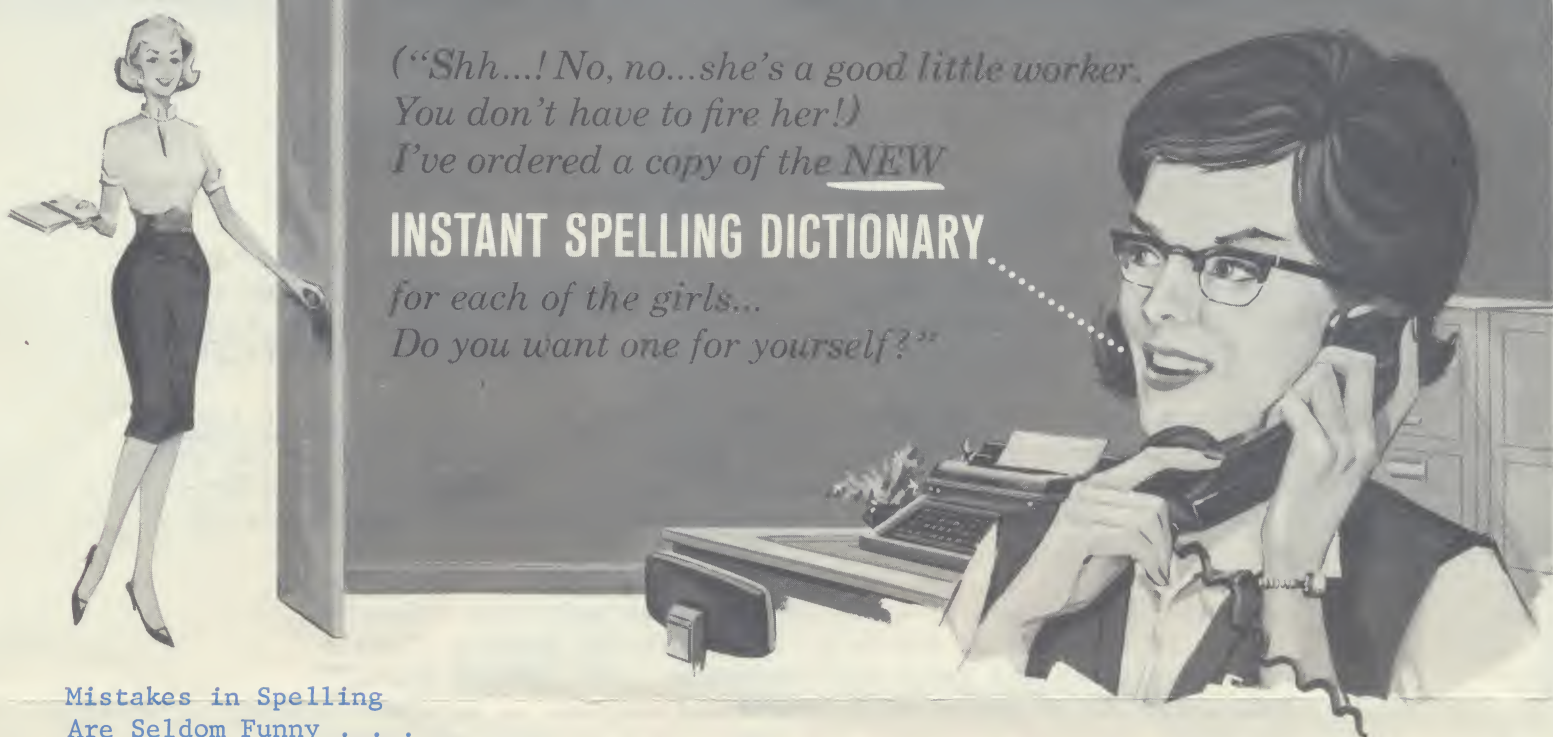
*...if she could
only SPELL!*



T NELSON
SYSTEMS CONSULTANT
P O BOX 1546
POUGHKEEPSIE NY 12603

CAREER INSTITUTE

555 EAST LANGE STREET • MUNDELEIN, ILLINOIS 60060



Mistakes in Spelling Are Seldom Funny . . .

In business letters, mistakes in spelling can be irritating . . . embarrassing. They are costly to look for and costly to correct. A misspelled word or a misplaced hyphen at the end of a line can lower your "status" and undermine the "image" of your organization in the eyes of your reader.

Happily, there is now a quick, sure cure for mistakes in spelling. It's the new, low-cost, 25,000 word

INSTANT SPELLING DICTIONARY

This colorful little book lists in large easy-to-read type the spelling and the syllables of 25,000 words from A to Z. You can look up a word in one-third the time it takes to look it up in a regular dictionary.

You don't have to wade through pages and columns of fine print. The INSTANT SPELLING DICTIONARY gives you the spelling of any word with a flip and a glance. It works like magic.

Office managers and other executives who see the new INSTANT SPELLING DICTIONARY invariably want copies for all typists, secretaries, correspondents, and other office personnel. Here, for example, are a few of the organizations who have ordered and are already using the new INSTANT SPELLING DICTIONARY.

- . . . N. W. Ayer & Son, advertising agency, ordered 13.
- . . . Automation Institute, 100 copies for students.
- . . . The Office of the Chief of Finance, United States Army, ordered 21.
- . . . Aeronutronics Division, Ford Motor Company, ordered 300.
- . . . De Vry Technical Institute ordered 50 for its staff.
- . . . Smith-Corona has used more than 5,000 as premiums with portable typewriters.

(over)

Added Feature
"Complete Guide to Correct Punctuation!"

The enclosed circular fully describes the INSTANT SPELLING DICTIONARY. Among the 25,000 words this book contains, you will find technical terms from many specialized fields. And -- as an added feature -- you will find a Complete Guide to Correct Punctuation. All punctuation rules are given with clear examples for practical use.

But that's not all! The INSTANT SPELLING DICTIONARY defines and cross indexes words that may be confused with other words because they sound alike -- words such as, "affect - effect," "accessary - accessory," "capitol - capital," "calendar - calender," "counsel - council - consul," "principle - principal," and dozens of others.

Unusual plural forms of words are included under the singular form. In the back of the book, all rules for forming plurals and possessives are given with examples. The INSTANT SPELLING DICTIONARY is so packed with useful information it is fast becoming standard equipment for every desk in small and large offices everywhere.

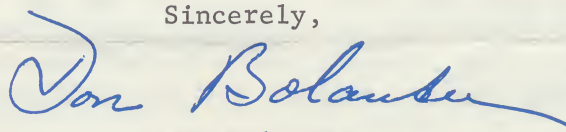
Quantity Discounts - Order on Approval

The price of single copies of the INSTANT SPELLING DICTIONARY is only \$2.25. In addition, to enable you to provide each member of your office staff with a copy of this amazingly useful little book at low cost, we offer substantial quantity discounts. You may use the order form attached to the enclosed circular, or send your own purchase form if you wish.

Whether you order a single copy or a hundred copies, the dictionary will come to you postage-paid on approval. You must be completely satisfied or you may return the books for full refund or full credit.

Truly, the INSTANT SPELLING DICTIONARY is a "must" for every person who writes, types, dictates, or checks the writing of other persons. So send your order today -- NOW -- while you have it in mind.

Sincerely,



Don Bolander
Director

IND - 8

P.S. The sooner you put the INSTANT SPELLING DICTIONARY to use, the sooner you will assure correct spelling and punctuation -- free your office from costly mistakes -- reflect the right "image" of your organization in all of your business communications.

CAREER INSTITUTE

555 EAST LANGE STREET • MUNDELEIN, ILLINOIS 60060

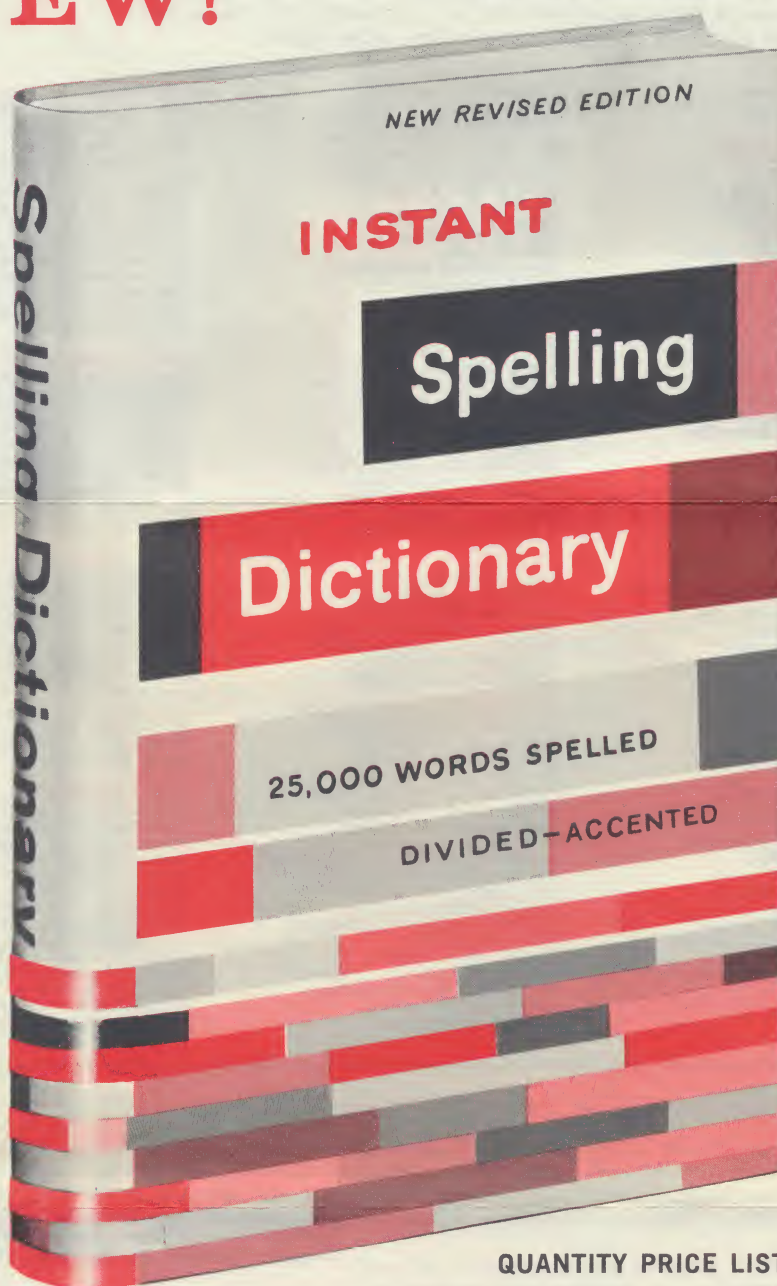
Telephone: (312) 566-5400



THE EASY, QUICK WAY TO ASSURE CORRECT SPELLING!

NEW!

A Real Time Saver for Typists, Secretaries, Writers, Executives,
Teachers, Students . . . for Everyone Who Writes, Types, Dictates
or Checks the Writing of Other Persons



320 pages
Hard Cover
Cloth Bound

Pocket-Size
4 x 6 Inches

Single Copy
Price \$2.25

SAVES TIME

Eliminates
Mistakes
in Spelling

SAVES MONEY

Encourages
Highest Standards
in Business
Communications

ASSURES CORRECTNESS

INSTANT SPELLING DICTIONARY

Nine times out of ten when you consult a dictionary you do so to check your spelling or to find out where a word may be divided with a hyphen. With the new INSTANT SPELLING DICTIONARY you can do this at a glance!

The INSTANT SPELLING DICTIONARY lists in large easy-to-read type the spelling of **25,000 words** from A to Z! In addition, this amazingly useful book defines and cross indexes words that are confused with other words because they sound alike ("affect—effect," "capitol — capital," "principle — principal," etc.). Once you own a copy you will use it more than any other reference book. You'll save wear and tear on your regular dictionary and on yourself!

In this new, revised edition you will also find: Complete Punctuation Rules, Spelling Rules, Capitalization, Compounding Words, Forms of Address and Salutations, Proof Reader's Marks, and a comprehensive list of Abbreviations.

In offices, instead of having one or two dictionaries for several persons, individual copies of the INSTANT SPELLING DICTIONARY can be supplied to each secretary, typist, correspondent, supervisor, and executive, at low cost.

How To Order This Book

You may order this book from your local bookstore; or, you may send your order directly to Career Institute, 555 East Lange Street, Mundelein, Illinois 60060. Individuals, please send check or money order. No C.O.D.'s. Business firms may use coupon below or send purchase order and be billed after delivery.

QUANTITY PRICE LIST

Quantity	Price
1 to 5 books	\$2.25 each
6 to 15 books	2.10 each
16 to 49 books	2.00 each
50 to 149 books	1.90 each

See other side for list
of buyers and users of the
Instant Spelling Dictionary.

For prices on quantities of 150 or
more, write directly to Don
Bolander, Director, Career Institute,
555 East Lange Street, Mundelein,
Illinois 60060
Telephone: (312) 566-5400

FOLD AND TEAR HERE

ORDER FORM

Career Institute

555 East Lange Street, Mundelein, Illinois 60060

Date _____

Please send _____ copies of the Instant Spelling Dictionary on approval.

☐ Enclosed is \$_____ in full payment.

☐ Business firm. Send bill later.

INDIVIDUAL _____

COMPANY _____

STREET _____

CITY _____

STATE _____

ZIP
CODE _____

Note: If you order personally and not at company expense, please enclose check or money order with your order. No C.O.D.'s. Money back promptly if not satisfied after 10 days.

Added Savings!

If you send cash with order, we will pay the postage or freight in the U.S.A. or Canada. Advance payment saves us bookkeeping and billing expense. We are happy to pass this saving on to you.

Hundreds of Business Firms Make Daily Use of the **INSTANT SPELLING DICTIONARY**

Below is a partial list of companies, institutions, and organizations—large and small—that have purchased the new **INSTANT SPELLING DICTIONARY**. Many have ordered large quantities and are providing this time-and-money-saving book as standard equipment for every office desk.

AUTOMOTIVE & OTHER EQUIPMENT

Aerojet-General Corporation
American Machine & Foundry Co.
American Standard Mfg. Co.
Berkeley Pump Company
Fairbanks, Morse & Company
Ford Motor Company
General Motors Corporation
International Harvester Company
Martin Marietta Corporation
United Engine & Machine Co.

SPECIAL ORGANIZATIONS

Aerojet Federal Credit Union
American Management Association
American Petroleum Institute
Automatic Retailers of America
Baptist Sunday School Board
Bureau of National Affairs
Chicago Nat'l League Ball Club
Cotton Producers Association
Davenport Credit Union
Ill. Children's Home & Aid Society
National Assn. of Credit Men
Nat'l Catholic Welfare Conference
Nat'l Retail Lumber Dealers Assn.
Nat'l Society Public Accountants
Purchasing Agents Assn. of L.A.

INSURANCE

Aetna Casualty & Surety Company
American Hardware Mutual Co.
American National Insurance Co.
Atlanta Life Insurance Company
Equitable Life Assurance Co.
Farm Bureau Life Insurance Co.
Federal Life Insurance Company
John Hancock Mutual Life Co.
Pacific Employers Ins. Group
Preferred Risk Insurance Co.
White Springs Insurance Agency

FINANCIAL

A. C. Allyn & Company
American Discount Company
Bank of Madison
Bell Savings & Loan Assn.
Brownsville Savings & Loan Assn.
Citizens & Southern Nat'l Bank
Colorado Industrial Bank
First National Bank of Atlanta
First Nat'l Bank of Minneapolis
General Motors Acceptance Corp.
Great Lakes Mortgage Corp.
Group Five Savings Banks Assn.
International Finance Company

National Bank of Chester County
New Jersey Mortgage Company
United California Bank

SCHOOLS & COLLEGES

Art Instruction Schools
Board of Education, Skokie, Ill.
Bureau of Jewish Education
De Vry Technical Institute
Dover Business School
Herbert Hoover Jr. High School
Illinois Institute of Technology
Immaculate Conception School
Lindsey Hopkins Education Center
London City Schools
McNeese State College Library
Nassau N.Y. Library System
Oak Ridge Military Institute
Olivet Nazarene College
Roosevelt Junior High School
Speedwriting School, Chicago
St. Louis School of Automation
St. Martins School
Tennessee State University
The Montgomery Academy
University of Detroit
University of Illinois
University of Nebraska
University of Oklahoma
Wash. D.C., School for Secretaries

PUBLISHING & ENTERTAINMENT

American News Company, Inc.
Encyclopedia Britannica
Excello Press Incorporated
Field Enterprises Educational Corp.
Grolier Society Incorporated
Management Magazines, Inc.
Metropolitan Theatres Corp.
Reuben H. Donnelley Corp.
Union Tribune Publishing Co.
W.L.E.U. Radio Station

UTILITIES & TRANSPORTATION

Alaska Steamship Company
American Airlines
Florida Power & Light Company
Illinois Bell Tel. & Tel.
New England Tel. & Tel. Co.
N. Y. City Transit Authority
Mountain States Tel. & Tel. Co.
Southern Union Gas Company
Springfield Gas & Light Company
Stearns Cooperative Electric
Virginia Tel. & Tel. Company

CONSUMER PRODUCTS & STORES

Borden Company

Coca-Cola Bottling Company
Gloucester Seafood Packing Co.
General Mills, Incorporated
Great Western Sugar Company
Hunt Foods & Industries, Inc.
Krochs & Brentano's Bookstore
Marshall Field & Company
Pet Milk Company
Procter & Gamble Distr. Co.
Schenley Industries, Inc.
Sealtest Foods
Sears, Roebuck & Company
Stop & Shop Bakery Mfg.
Winn-Dixie Stores, Inc.

GOVERNMENT

City of Austin Elec. Dept.
City of Baltimore, Purchasing
City of Chicago, Controllers Off.
City of Danville W.G.&E. Dept.
Florida Nuclear Commission
Lockbourne Air Force Base, Ohio
Loring Air Force Base, Maine
Mississippi State Highway Dept.
Navy Mine Warfare School
Chief of Finance, U.S. Army
U.S. Dept. of Interior
Wright Patterson AFB, Ohio

HOSPITALS & HOTELS

Hilton Hotels Corporation
Lutheran Hospital Association
Rogers Memorial Hospital
Riverside County General Hosp.
St. Mary's Hosp., Grand Rapids
The McCall Hospital
Washington Hospital Center

ELECTRONICS & ELECTRICAL

Associated Wholesale Electric
Autotronics, Incorporated
General Controls Company
Graybar Electric Company
Singer Sewing Machines Company
Western Electric Company, Inc.
Westinghouse Electric Corp.

BUSINESS SERVICES & PRODUCTS

American Direct Mail Adv. Agency
A to Z Secretarial Service
Cadillac Associates, Inc.
Detex Watchclock Corporation
Ditto, Incorporated
Diebold, Incorporated
National Cash Register Company
N. W. Ayer & Son Adv. Agency
Robotyping Corp. of D.C.
VariTyper Corporation

CHEMICALS, PETROLEUM & RUBBER

Allied Chemical Corporation
Arrow Petroleum Company
Dothan Guano Company
E. I. Dupont De Nemours & Co.
Firestone Tire & Rubber Company
Goodyear Tire & Rubber Company
Humble Oil & Refining Company
Kendall Company, Incorporated
Monsanto Chemical Company
Olin Mathieson Chemical Corp.
Phillips Petroleum Company
Standard Oil Company, Ohio
Seiberling Rubber Company
Valvoline Oil Company

PAPER, WOOD, GLASS

Bausch & Lomb, Incorporated
Federal Paper Board Company
Great Northern Paper Company
Lemair Veneer Company
Owens-Illinois Glass Company
Pittsburgh Plate Glass Company
Scott Paper Company
St. Regis Paper Company
U.S. Plywood Corporation
West Virginia Pulp & Paper Co.

STEEL & OTHER METALS

Allegheny Ludlum Steel Corp.
American Manganese Steel Div.
American Metal Products Company
Armco Steel Corporation
Chicago Extruded Metals Company
General Metals Corporation
Gorham Corporation
Kennecott Copper Corporation
Malleable Iron Range Company
National Zinc Company, Inc.
St. Joseph Lead Company
United States Steel

OTHER COMPANIES

Aircraft Products Company
Allen-Edmonds Shoe Corporation
Apex Costed Fabrics Company
Applied Physics Corporation
Beltone Hearing Center
Browning Arms Company
Columbia National Corporation
Continental Nut Company
Edco Engineering & Development
Ekco-Alcoa Containers, Inc.
Insul Fluf Insulation, Inc.
Magnaflux Corporation
Prescolite Mfg. Corporation
Standard Manifold Company

ENTHUSIASTIC PRAISE FROM USERS

"Your *Instant Spelling Dictionary* has become the handiest 'tool' on my desk."—Miss M. Neuzerling, LOEWI & COMPANY, Investment Securities, Milwaukee, Wisc.

"At the San Francisco conference of Executives' Secretaries, I was presented with an *Instant Spelling Dictionary* by Western Girl, Inc. Upon my return to the office, our executives decided it was the very thing they had long wished to have for all of our secretaries. Please fill the enclosed order."—Gertrude Gjelsteen, ARIZONA BILTMORE HOTEL, Phoenix, Ariz.

"Please send me 10 copies of your *Instant Spelling Dictionary*. We are so pleased with the way it has helped our son that we are giving copies as gifts to his friends."—(Mrs.) Lois Wade, Willows, Calif.

"I must say your dictionary is a secretary's right arm. I am ordering this copy for one of my co-workers who has a birthday coming up."—Mrs. Roy Landaker, Rochelle, Ill.

"A REAL TIME SAVER! That is how I feel about your new *Instant Spelling Dictionary*. Send us eleven additional copies."—Mary Rosselot, Secretary to the Executive Vice-President, THE CINCINNATI ENQUIRER.

"It's so much easier than having to refer to a large dictionary—and quicker too!"—J. Sherman Barry, HILLSBORO CHAMBER OF COMMERCE, Illinois.

"Your dictionary has made such a 'hit' that several of our employees have expressed the desire for their own personal copy. Fill our order immediately."—James L. Armour, Office Mgr., KAY-BRUNNER STEEL PRODUCTS, Los Angeles, Calif.

"This is our third order. We furnished copies for our secretaries and now many of the supervisors want their own copy. The enthusiasm of our secretaries and others for this spelling dictionary has continued to grow and no doubt people outside our organization are hearing about it from our employees in eleven states."—Kenneth L. Dally, Vice-President, WESTERN POWER & GAS CO., Lincoln, Nebr.

"Send us 15 of your *Instant Spelling Dictionaries*. Our company, now in its 35th year of operation, is the largest real estate organization in the South. You may add our name to your roster of pleased users."—(Mrs.) Vivian Pellegrini, Personnel Supervisor, THE KEYES CO., Miami, Fla.

"I purchased a copy for my son last month, and he doesn't see how any student could possibly get along without one! I want four more as graduation gifts for local college-bound Seniors."—Mrs. Eldon N. Glass, PIONEER TELEPHONE COOPERATIVE, Kingfisher, Okla.

"Our company ordered 41 copies, and they are in full use, not only in the office, but many of us ordered them to take home. My home copy is used by my son (11 years old) and he really appreciates it!"—Bea McEndree, Secretary to the Vice-President, CEE-BEE CHEMICAL CO., Downey, Calif.

"A secretary in our Department showed us her copy of this superb dictionary. We were most impressed and wish to order additional copies. It is truly the best we have ever seen."—Joan M. Lessard, DEPT. OF EDUCATION, STATE OF MAINE.

"Your dictionary is very helpful and useful. We are ordering these additional copies so that all our secretaries may have one."—Joan Linn, SERVICE INSURANCE CO., Birmingham.

"We like it. Send us 14 more."—Leo Duffley, DAYTON TYPOGRAPHIC SERVICE, Dayton, Ohio.